The Magdalen House
A RECOVERY COMMUNITY FOR ALCOHOLISM

Sobriety Opens the Door

Recovery Transforms Lives

Annual Impact Report 2025



Dear Friends,

At The Magdalen House, we often say that sobriety is not the goal—it is the beginning. For nearly four decades, we have seen what happens when alcoholics are offered more than sobriety alone: they experience true, life-changing recovery that lasts.

Sobriety opens the door. Recovery transforms lives.

A life of recovery means restored relationships, renewed purpose, and belonging to a life-changing community. It looks like former clients becoming volunteers, families finding hope again, and men and women discovering they are not alone. Recovery is the belief—proven every day—that lasting change is possible.

We make this possible through intentional, proven programming that meets people where they are. **From First Step to Next Step and our long-term Community program, we support individuals as they build sustainable recovery and create a ripple effect that strengthens families, workplaces, and impacts our entire community.** And all of our services are provided at no cost to those who want and need them.

None of this is possible without you. Recovery is priceless—but free is expensive. As the need for our services continues to grow, your support allows us to ensure these life-saving programs remain accessible to all who seek help and recovery from alcoholism.

Thank you for believing in recovery, for standing with us, and for helping ensure that sobriety is not the end of the story—but the beginning of a life restored.

Gratefully,

Lisa Kroencke

Chief Executive Officer



Alcoholism in Our Community

Behind nearly every societal crisis is an untreated addiction. Alcoholism fuels domestic violence, overwhelms our legal and medical systems, separates families, and pushes people into poverty and homelessness. By intervening early and effectively, we change that trajectory, saving Dallas millions in public expenses each year while reuniting families, restoring dignity, and returning people to work and community life.



"I've abandoned my children over the booze. Gone to prison. **All behind alcohol**."

Paul Perry, Maggie's Alumnus



"I was drinking myself so sick, **I was in and out of the hospital**. I had to go to a medical detox, in a psych ward for five days."

Amber Culpepper, Maggie's Alumna

662,000 alcoholics live in the DFW area alone.

1 in 8 men are alcoholics.

1 in 12 women are alcoholics.

1 in 10 adults are alcoholics.

30% of clients are unemployed.

55% of clients did not have insurance.

31% did not have a place to live.

Sobriety Opens the Door

While sobriety is a key outcome of our programs, it is not our ultimate measure of success. Sobriety can be counted in days, real recovery is measured in restored hope and transformed lives.

First Step

A two-week residential program for alcoholics to achieve sobriety through education and resources for recovery.



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I came to Maggie's completely broken — homeless, cut off from my family, and with no hope at all. Alcohol had taken everything. Maggie's gave me the understanding of alcoholism I so desperately needed and led me to God. Through that transformation, my life was rebuilt from the ground up. Today I live with happiness, joy, and freedom I never thought possible, and my greatest purpose is sharing that same message of hope with others who are still suffering.

Ashtyn Brown, First Step Client

607
ADMISSIONS

77% women

82% men

COMPLETION RATE

Recovery Transforms Lives

As one person recovers and supports another, the impact multiplies—strengthening families, workplaces, and entire communities.

Next Step

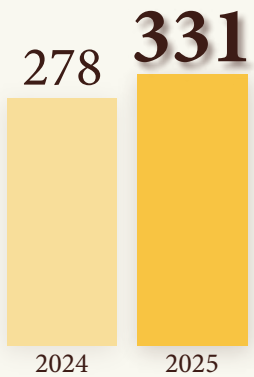
A three-month program for alcoholics at any stage in recovery that provides in-depth education on 12-step principles.



"As a mother, I know the importance of not only providing my kids a safe home, but also building in them the capability to successfully take on daily life outside of our home. This is what the Next Step program has done for me. Next Step is a transition between the safety and security of The Magdalen House and the ability to go on building a beautiful recovered life.

Cassie Harris, Next Step Client

2025 ADMISSIONS



19% INCREASE

Recovery That Lasts

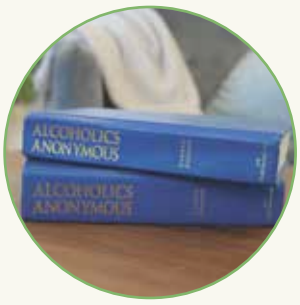
Our Community program helps individuals sustain recovery through education and support. This is about more than sobriety, it's about transforming lives and strengthening our community.

Community

Solution-focused meetings, workshops, and volunteer opportunities for alcoholics are offered year-round, along with Family Support for their loved ones.



461
NEW VOLUNTEERS



9,939
MEETING VISITS



Maggie's Men's Community

The seeds of Maggie's Men's Group were planted in 2024 and truly took root in 2025. During that time, members of the community stepped into leadership roles, planning and executing events that had a meaningful impact on both clients and guests. Maggie's Men's Group consistently supports First Step clients through sponsorship, chairing meetings, and hands-on volunteer service. Just as importantly, the men supported one another—standing together through difficult moments and celebrating as the promises of the program became reality. While the full impact of Maggie's Men's Group cannot be measured, one truth is clear: lives were changed, families were reunited, and hope was restored through the love and commitment of this group.

Building a Healthier Dallas

The results of our three programs speak for themselves. By fostering lifelong recovery, we keep people out of jails, emergency rooms, shelters, and courtrooms, saving the city of Dallas valuable resources and relieving pressure on city services.



THESE PERCENTAGES ARE BASED ON 215 RESPONDENTS WHO GRADUATED FROM BOTH PROGRAMS IN A SIX-MONTH FOLLOW-UP SURVEY.

1,134
DIRECT REFERRALS FROM PARTNERS

11.8% residents were referred by Maggies

72 referrals to Maggie's

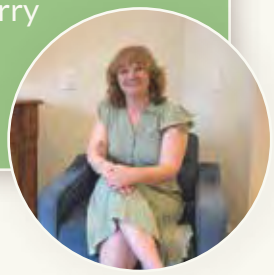
> "By partnering with other nonprofit organizations, we help fill critical gaps in care and create a seamless continuum of support. This collaborative approach brings our community together to save lives, strengthen families, and reduce the strain on our social welfare system.
>
> *Kendall Bose, Outreach Manager*

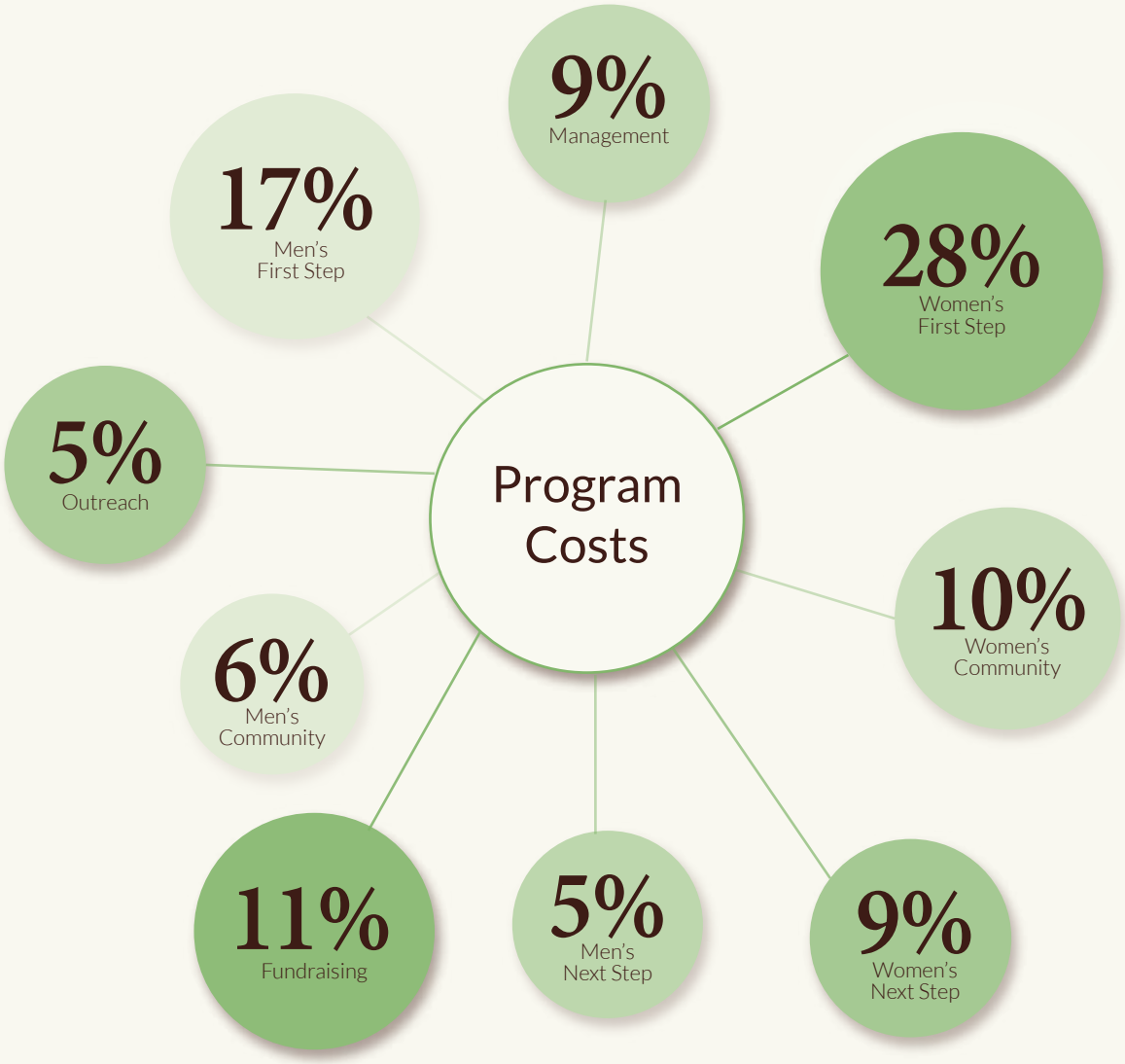
What it Takes to

Keep our Doors Open

Providing recovery at no cost removes a critical barrier—but free is expensive. Sustaining our programs requires annual investment to deliver early intervention that saves public dollars, restores families, and creates a priceless impact for our community.

> “Our no-cost services mean one less barrier on the path to recovery. When you’re trying to get sober, there are already so many hurdles—insurance, money, asking family for help. Not having to worry about cost makes getting help feel possible.
>
> *Kelly Williams, Program Client*





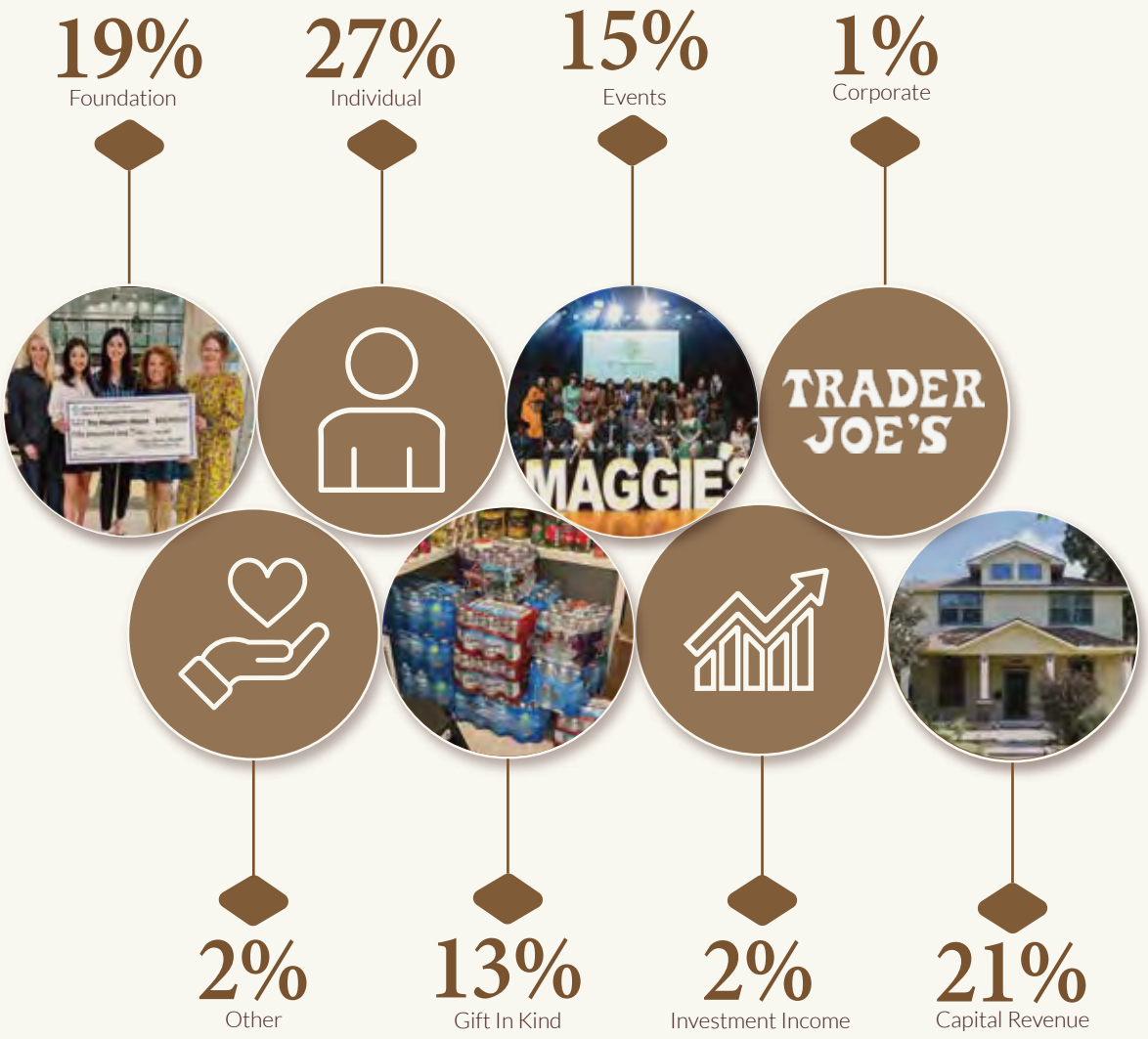
Revenue By Source

Because we do not accept federal funding or require insurance, every dollar must be privately raised—every year. Our mission is sustained entirely through the generosity of individuals, foundations, and corporations.

35,672

VOLUNTEER HOURS VAULED AT

$1,241,029





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